FIG. 1

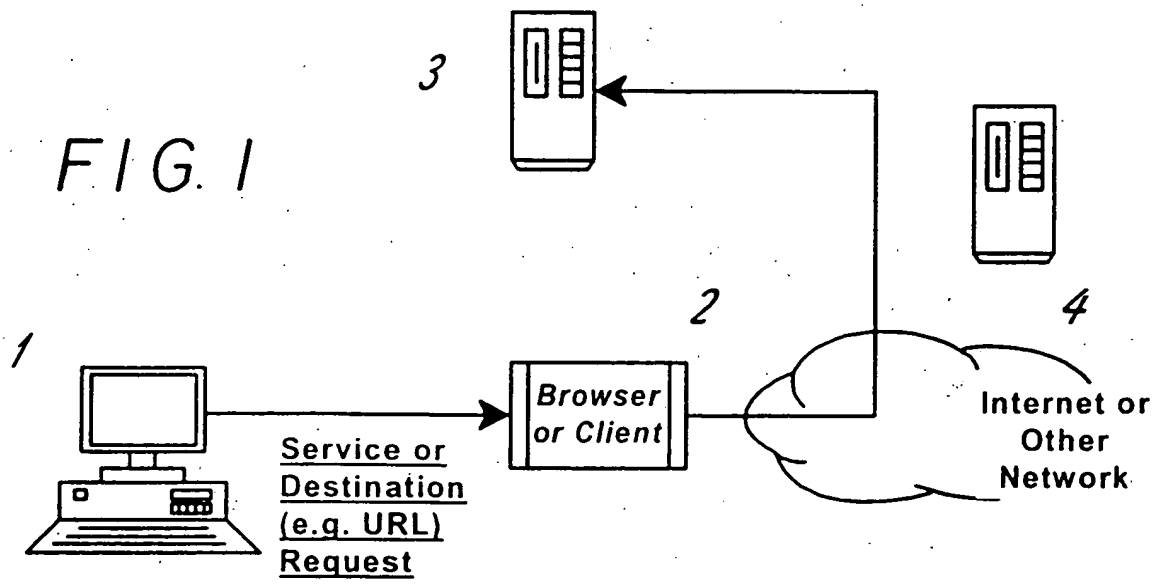


FIG. 2

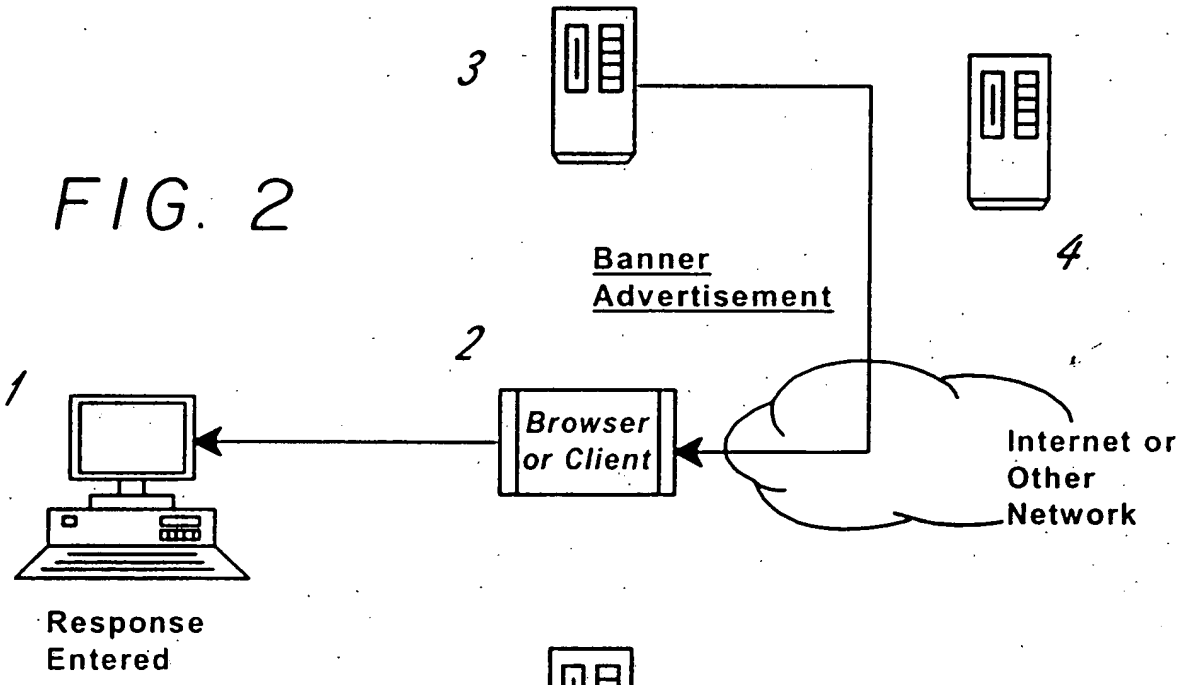
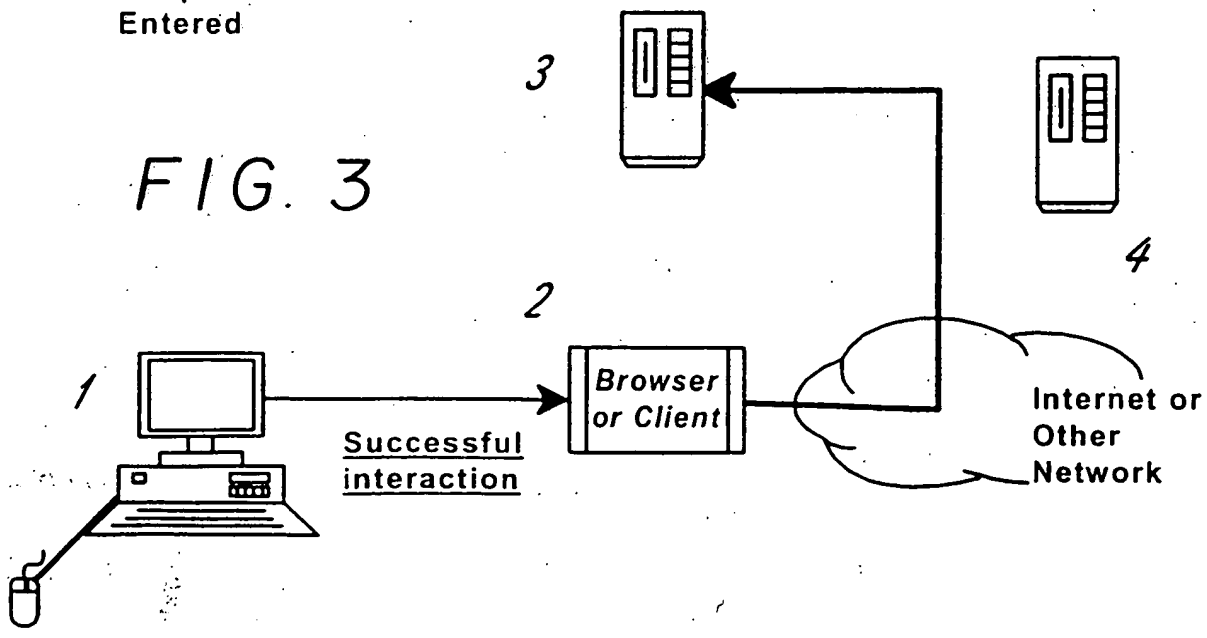


FIG. 3



Patent Application Publication

Document: 09454538 - 04/05/01

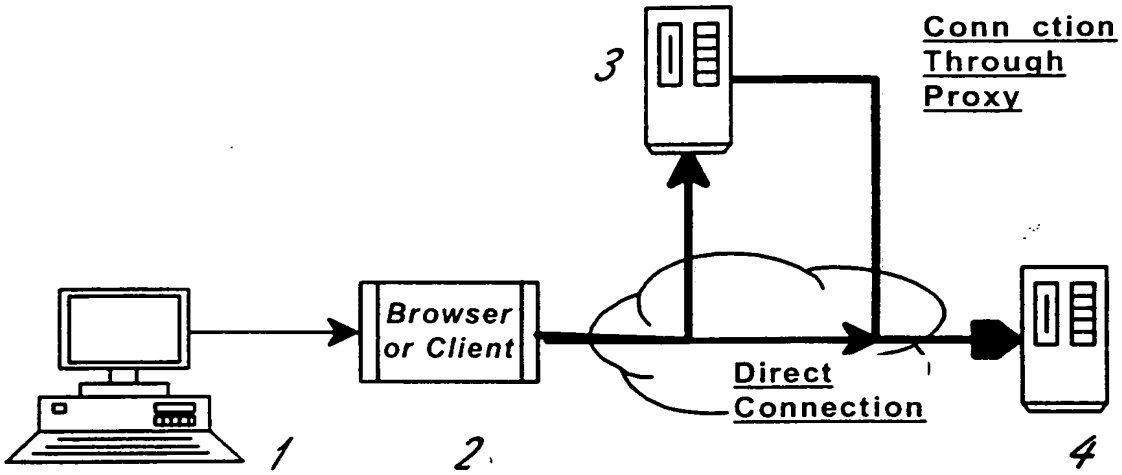


FIG. 4

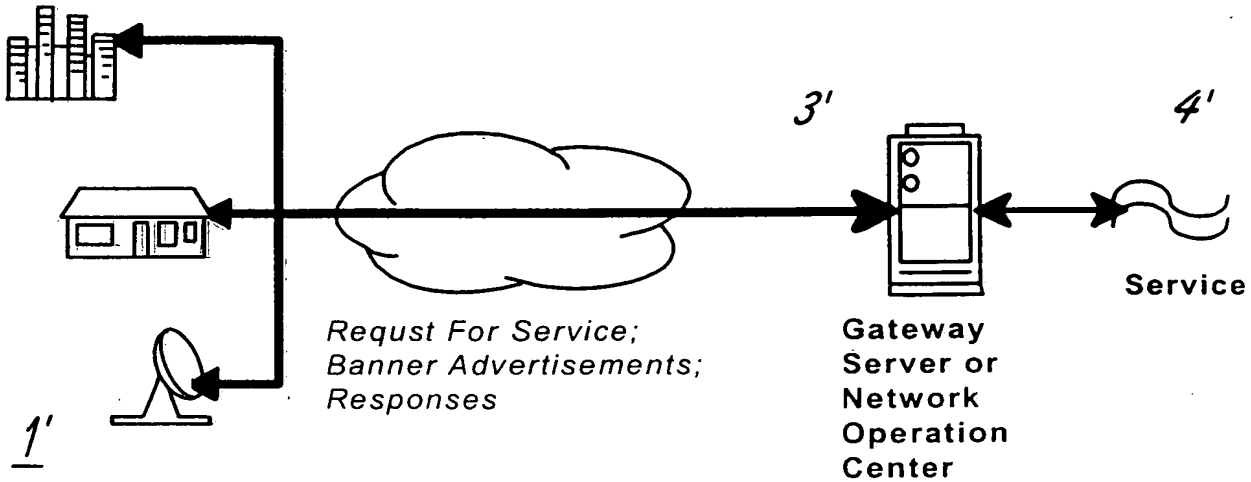


FIG. 5

"05040"-8c4c4760

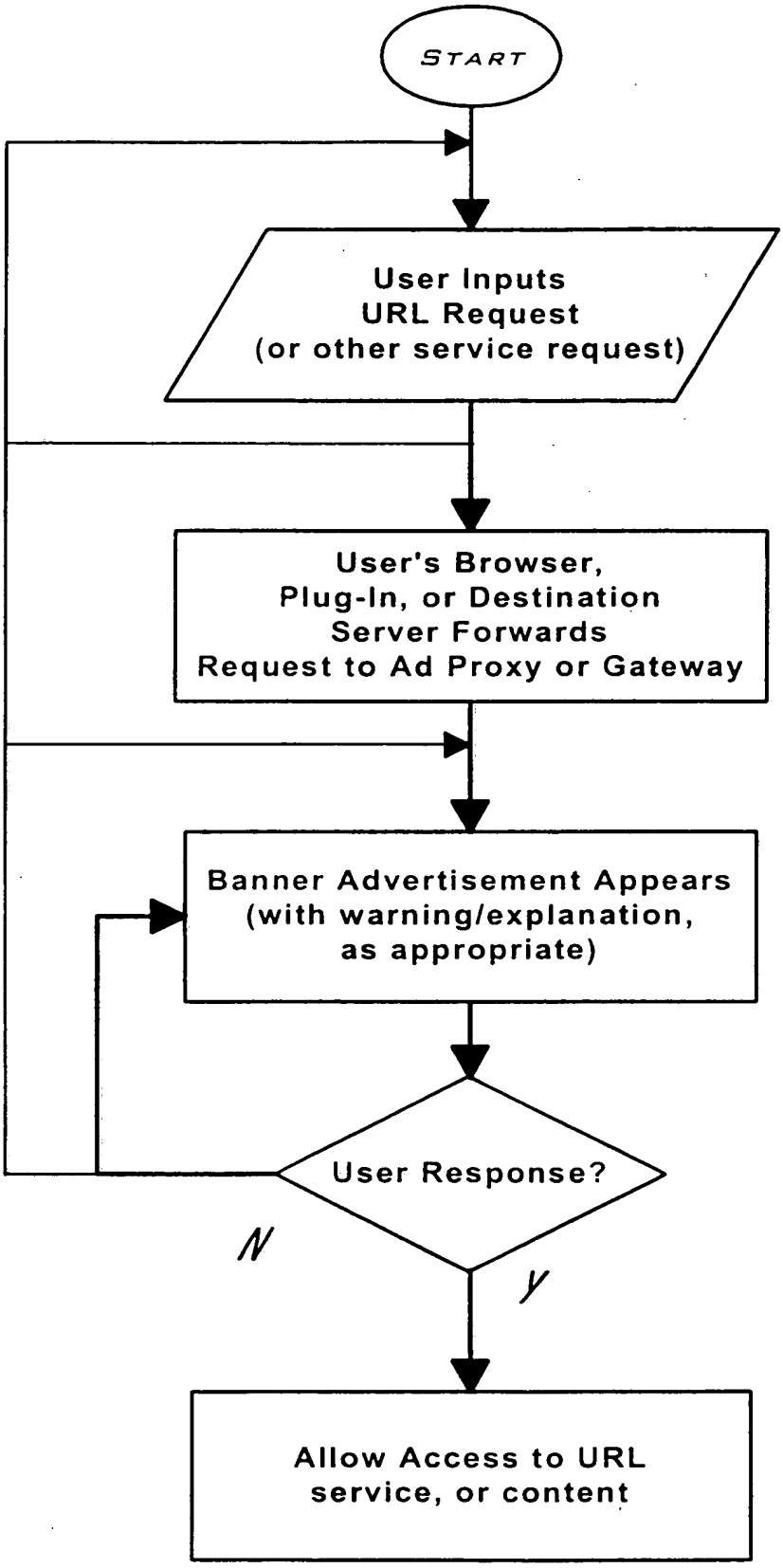


FIG. 6

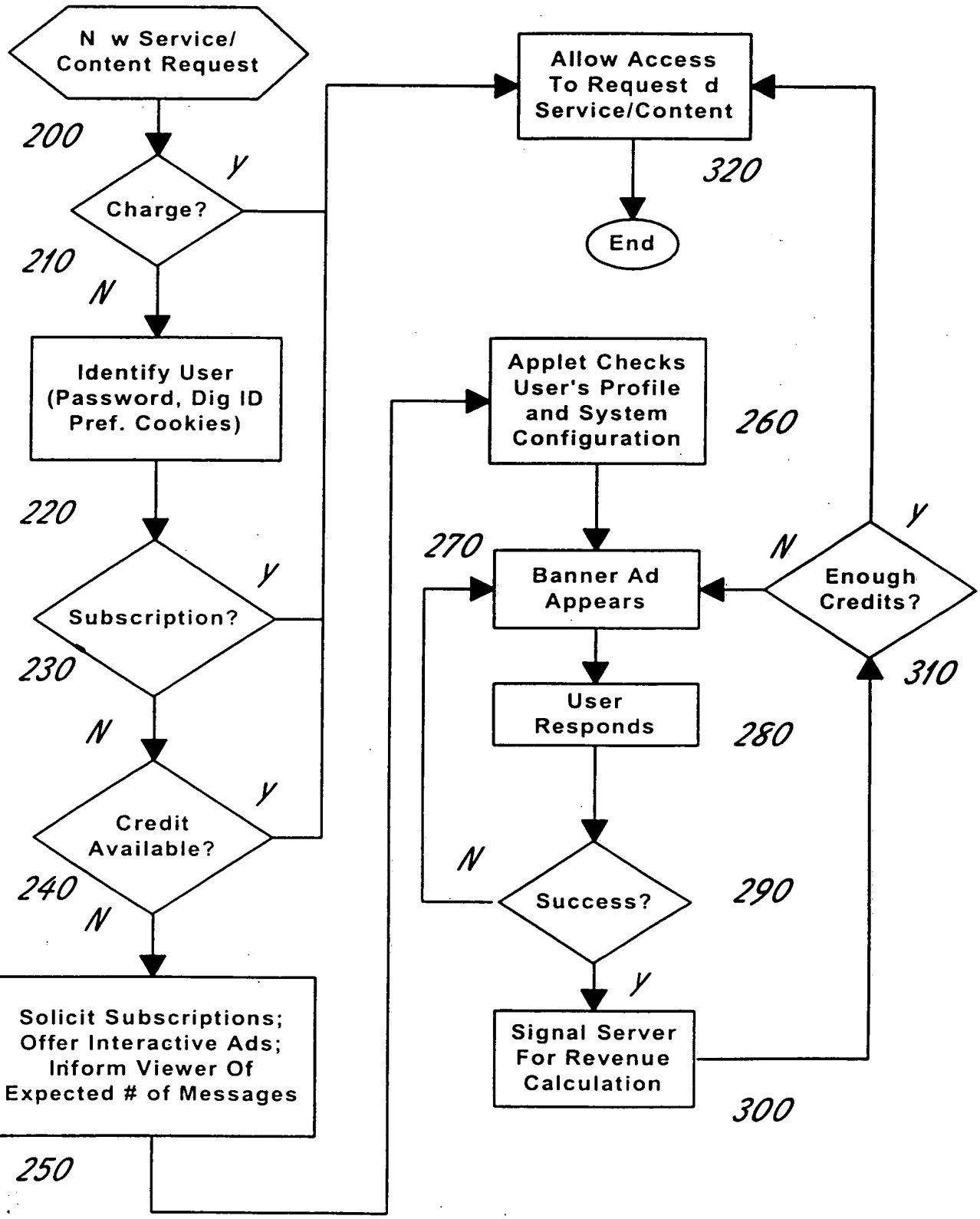
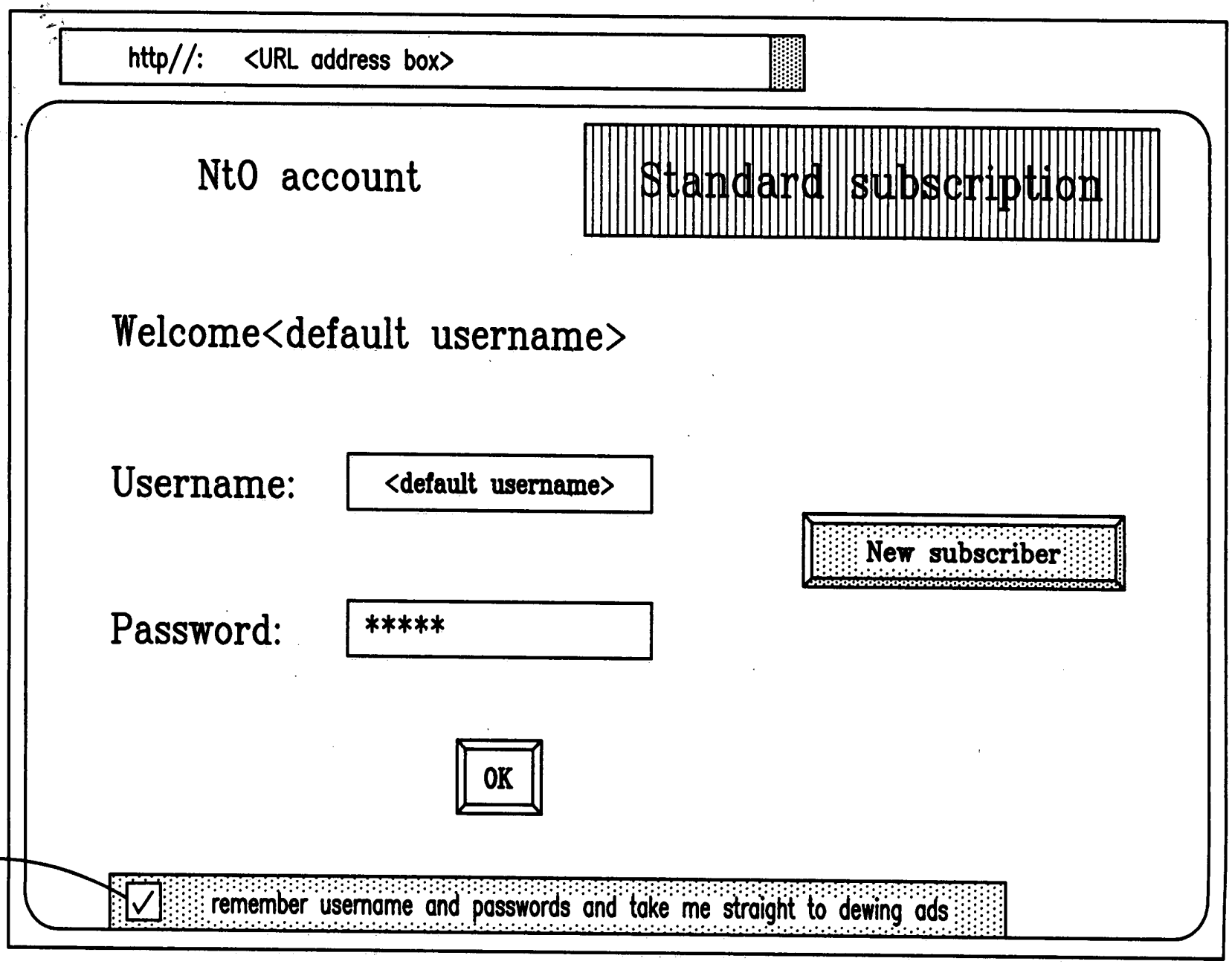

New Service/ Content Request
200
Charge?
Y
210
N
Identify User (Password, Dig ID Pref. Cookies)
220
Subscription?
Y
230
N
Credit Available?
Y
240
N
Solicit Subscriptions; Offer Interactive Ads; Inform Viewer Of Expected # of Messages
250
Allow Access To Requested Service/Content
320
End
Applet Checks User's Profile and System Configuration
260
270
Banner Ad Appears
User Responds
280
N
Success?
290
Y
Signal Server For Revenue Calculation
300
N
Enough Credits?
Y
310

FIG. 7

FIG.8


http//: <URL address box>
NtO account
Standard subscription
Welcome<default username>
Username:
<default username>
New subscriber
Password:
*****
OK
10
remember username and passwords and take me straight to dewing ads

TOSOhO" 8E:h2h260

FIG 9

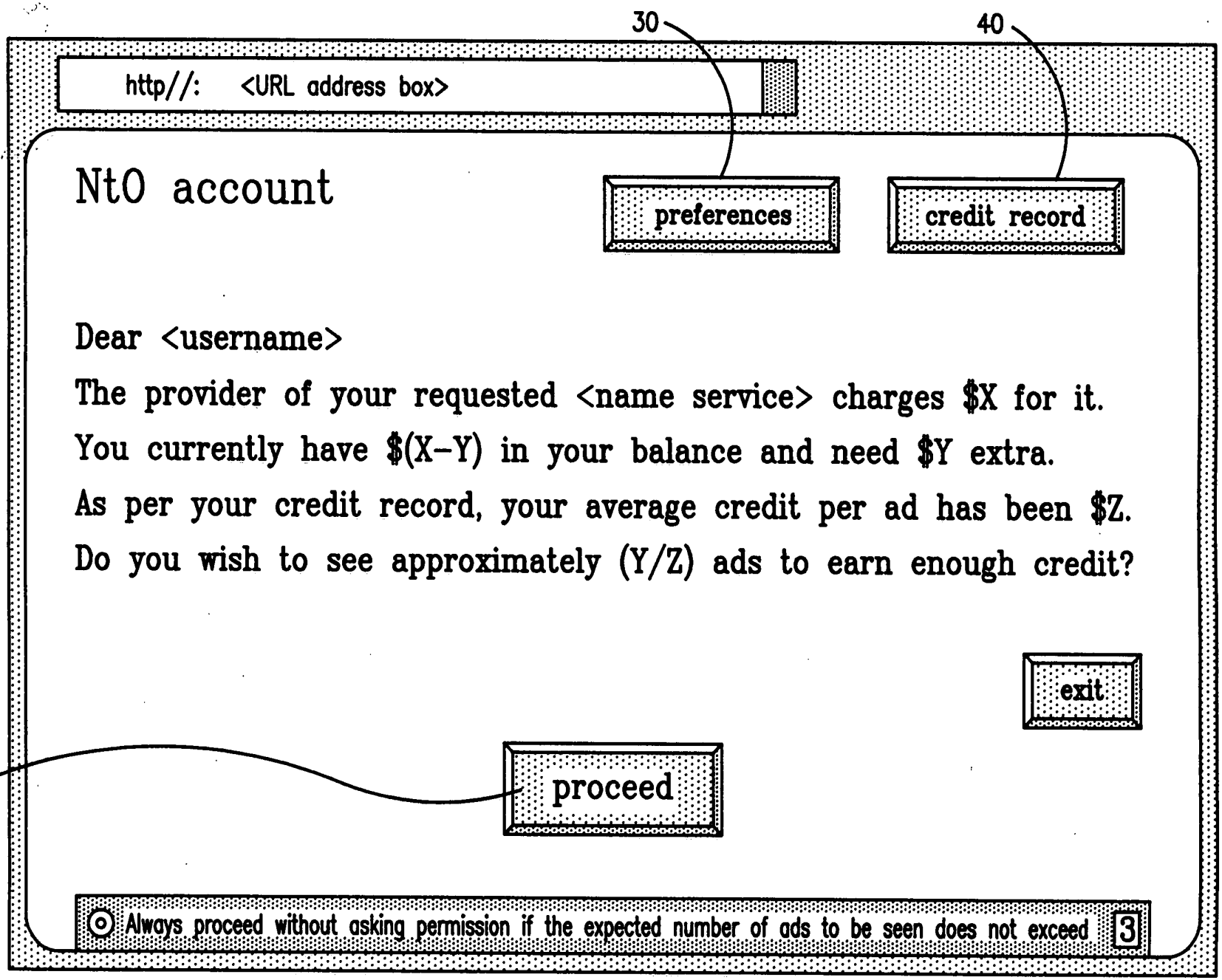


FIG.10

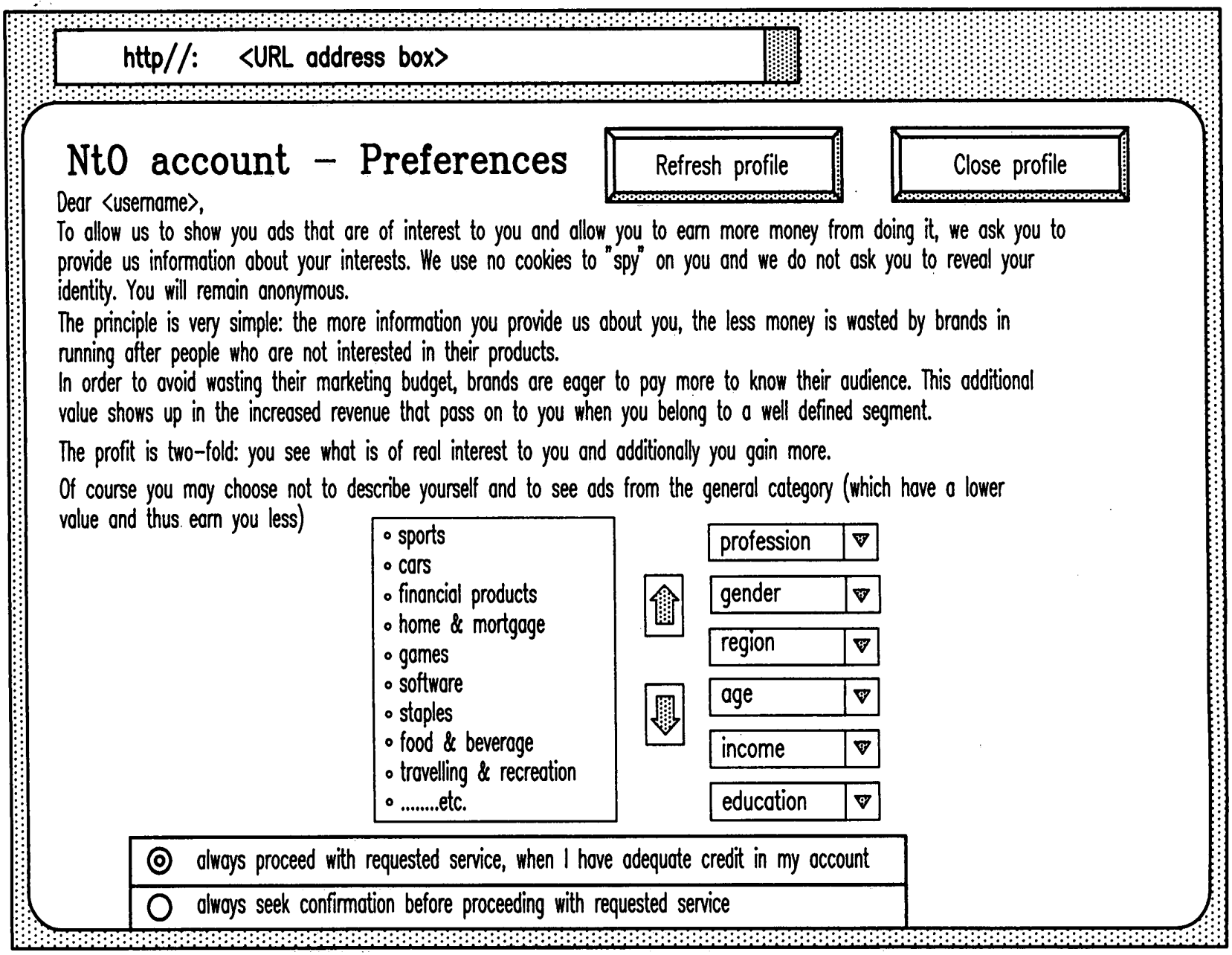

http//: <URL address box>
NtO account – Preferences
Refresh profile
Close profile
Dear <username>,
To allow us to show you ads that are of interest to you and allow you to earn more money from doing it, we ask you to provide us information about your interests. We use no cookies to "spy" on you and we do not ask you to reveal your identity. You will remain anonymous.
The principle is very simple: the more information you provide us about you, the less money is wasted by brands in running after people who are not interested in their products.
In order to avoid wasting their marketing budget, brands are eager to pay more to know their audience. This additional value shows up in the increased revenue that pass on to you when you belong to a well defined segment.
The profit is two-fold: you see what is of real interest to you and additionally you gain more.
Of course you may choose not to describe yourself and to see ads from the general category (which have a lower value and thus earn you less)
∘ sports
∘ cars
∘ financial products
∘ home & mortgage
∘ games
∘ software
∘ staples
∘ food & beverage
∘ travelling & recreation
∘ .....etc.
profession
gender
region
age
income
education
always proceed with requested service, when I have adequate credit in my account
always seek confirmation before proceeding with requested service

FIG.11

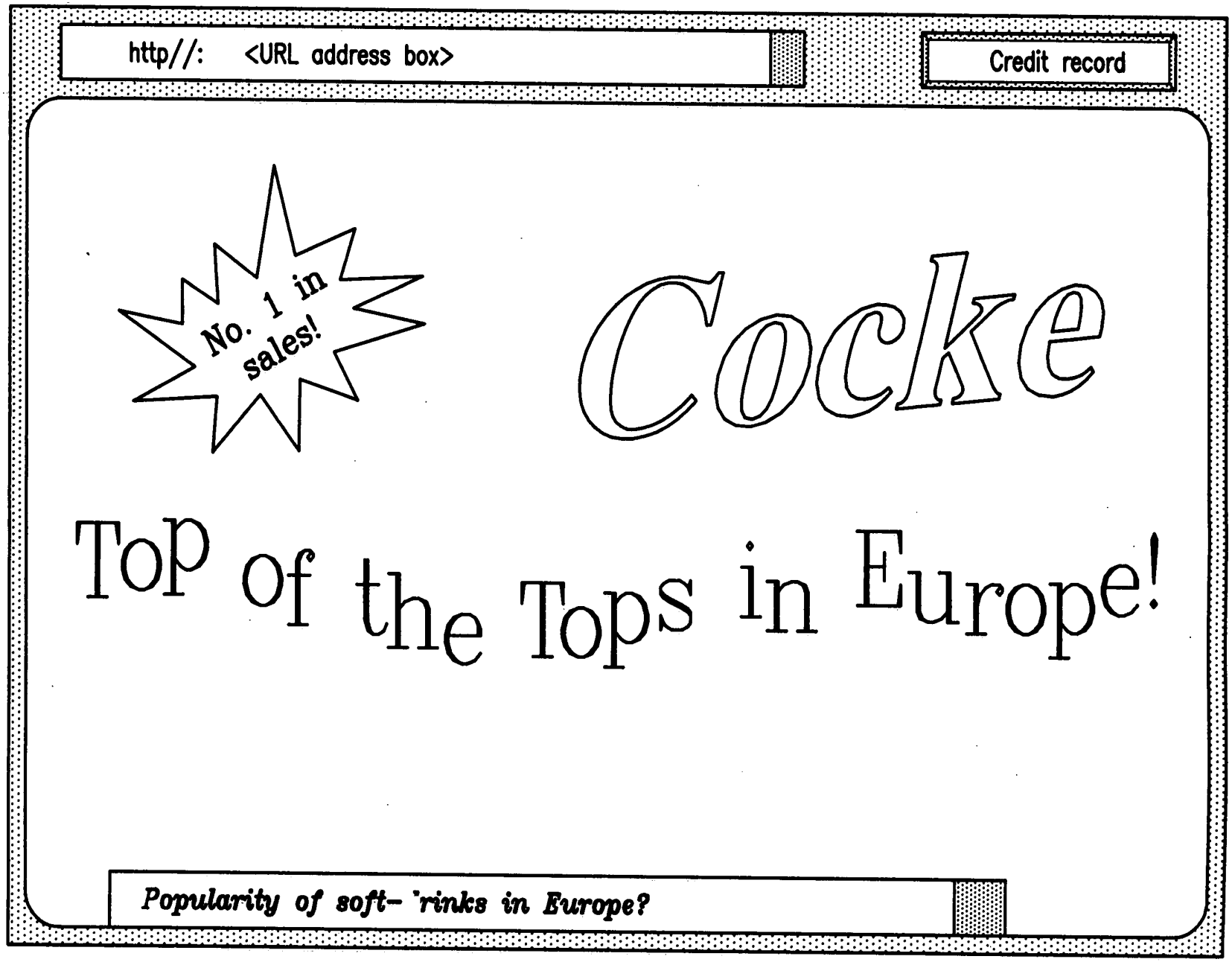
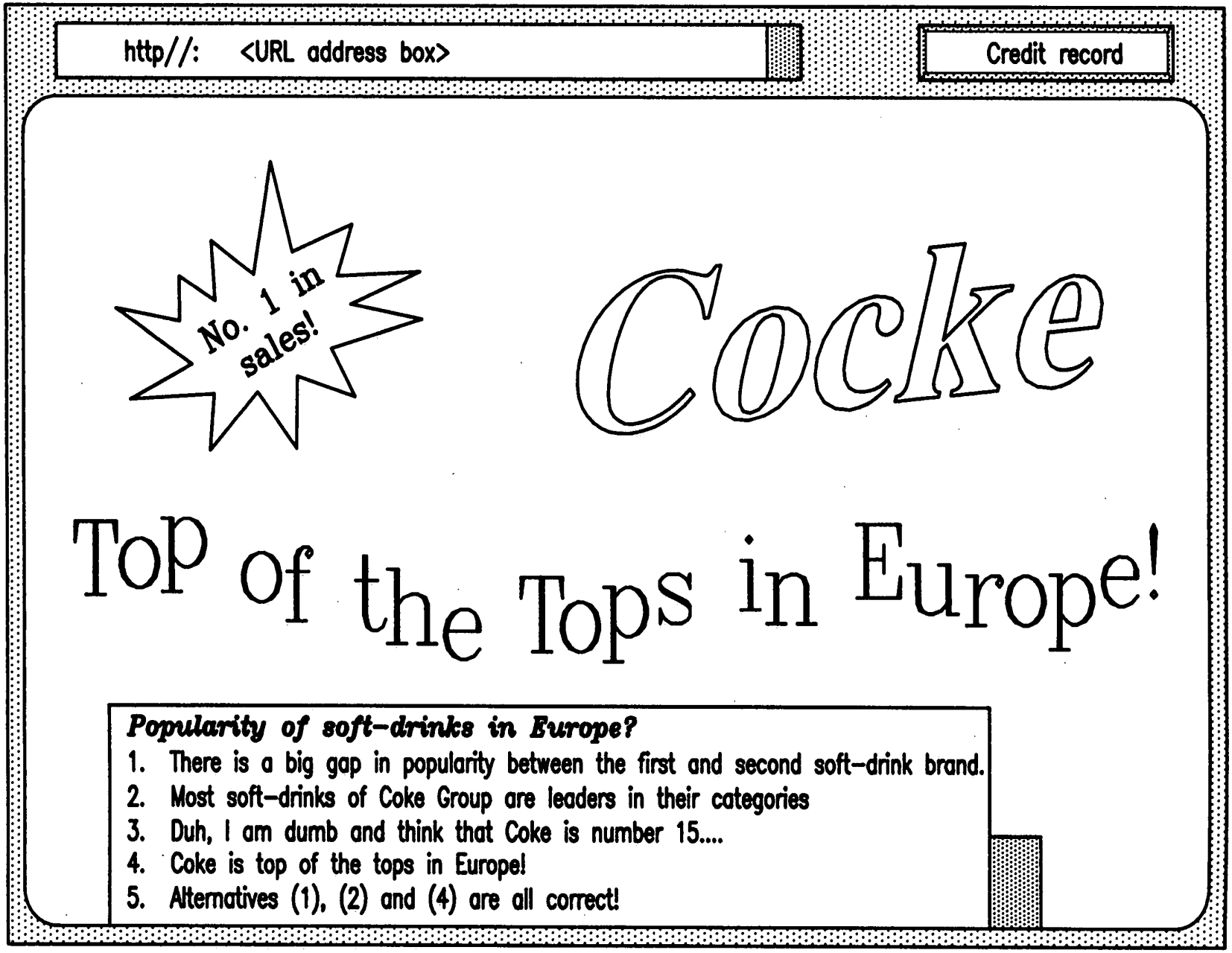
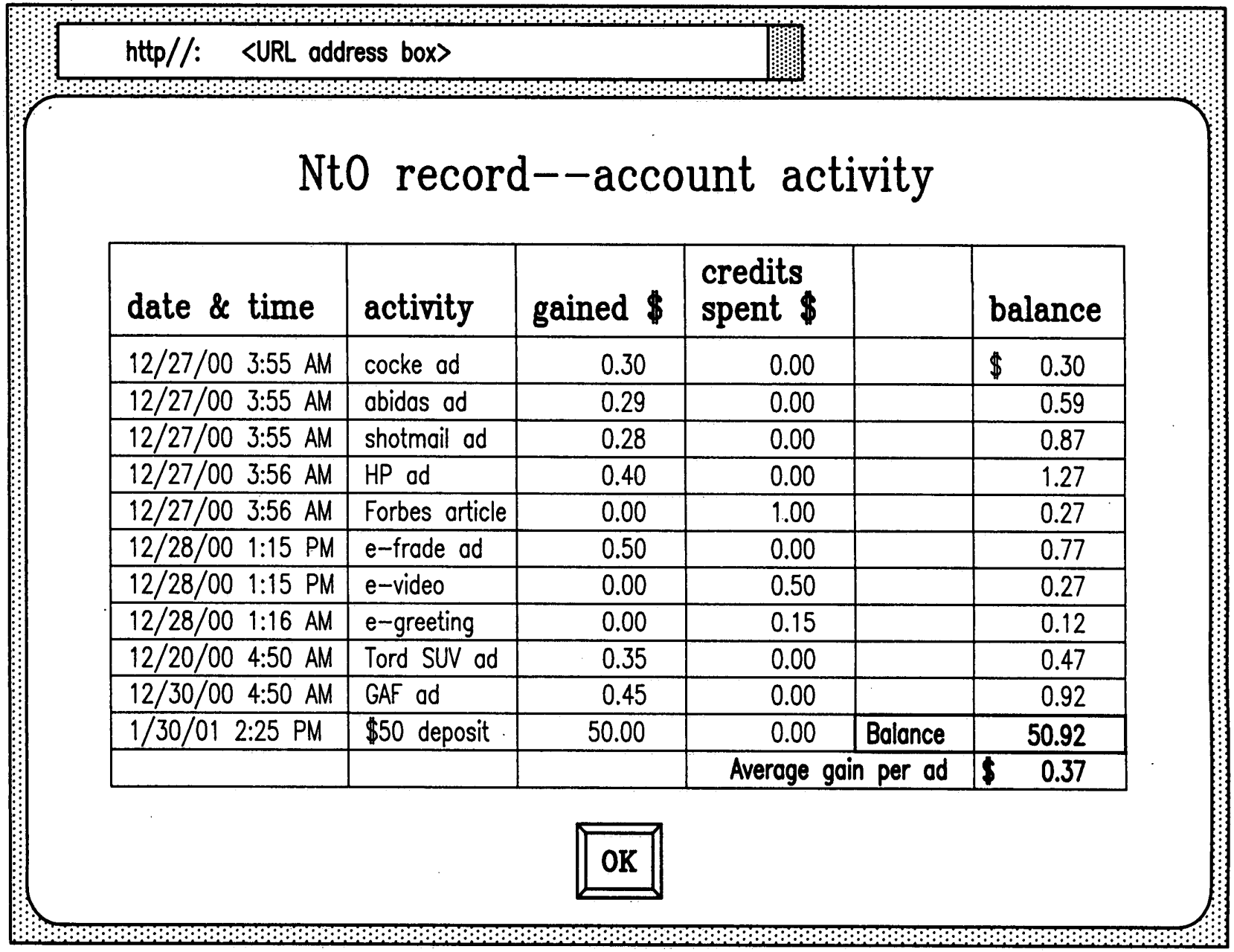

http//: <URL address box>
Credit record
No. 1 in sales!
Cocke
Top of the Tops in Europe!
Popularity of soft-drinks in Europe?

FIG.12


http//: <URL address box>
Credit record
No. 1 in sales!
Cocke
Top of the Tops in Europe!
Popularity of soft-drinks in Europe?
1. There is a big gap in popularity between the first and second soft-drink brand.
2. Most soft-drinks of Coke Group are leaders in their categories
3. Duh, I am dumb and think that Coke is number 15....
4. Coke is top of the tops in Europe!
5. Alternatives (1), (2) and (4) are all correct!

T050h0* 8Eh2h260

FIG. 13



Nt0 record--account activity

date & time	activity	gained $	credits spent $		balance
12/27/00 3:55 AM	cocke ad	0.30	0.00		$ 0.30
12/27/00 3:55 AM	abidas ad	0.29	0.00		0.59
12/27/00 3:55 AM	shotmail ad	0.28	0.00		0.87
12/27/00 3:56 AM	HP ad	0.40	0.00		1.27
12/27/00 3:56 AM	Forbes article	0.00	1.00		0.27
12/28/00 1:15 PM	e-frade ad	0.50	0.00		0.77
12/28/00 1:15 PM	e-video	0.00	0.50		0.27
12/28/00 1:16 AM	e-greeting	0.00	0.15		0.12
12/20/00 4:50 AM	Tord SUV ad	0.35	0.00		0.47
12/30/00 4:50 AM	GAF ad	0.45	0.00		0.92
1/30/01 2:25 PM	$50 deposit	50.00	0.00	Balance	50.92
			Average gain per ad		$ 0.37

OK

T050h0* 8Eh24h260

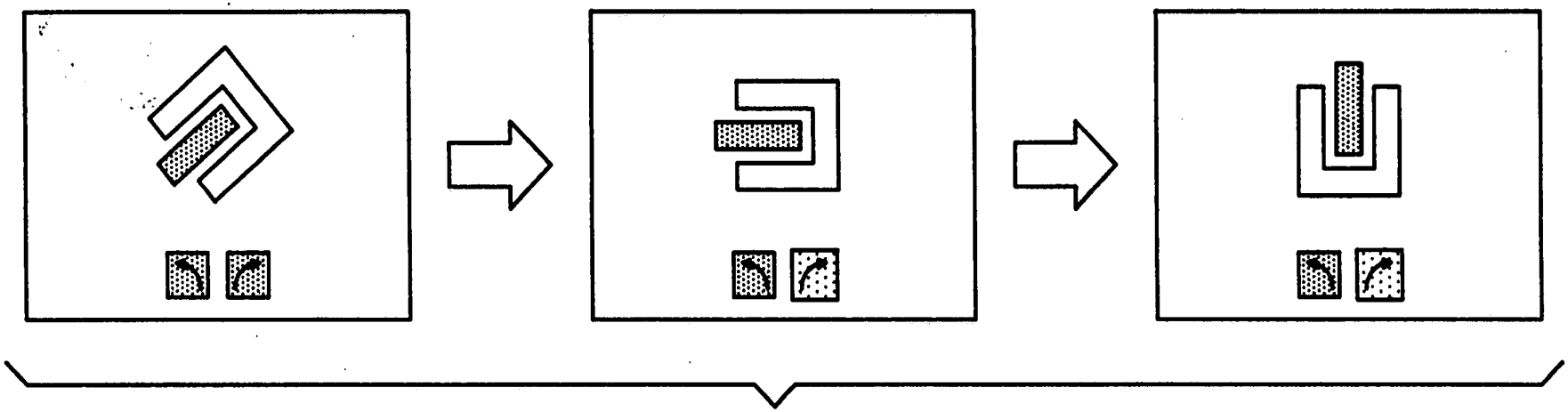


FIG. 14

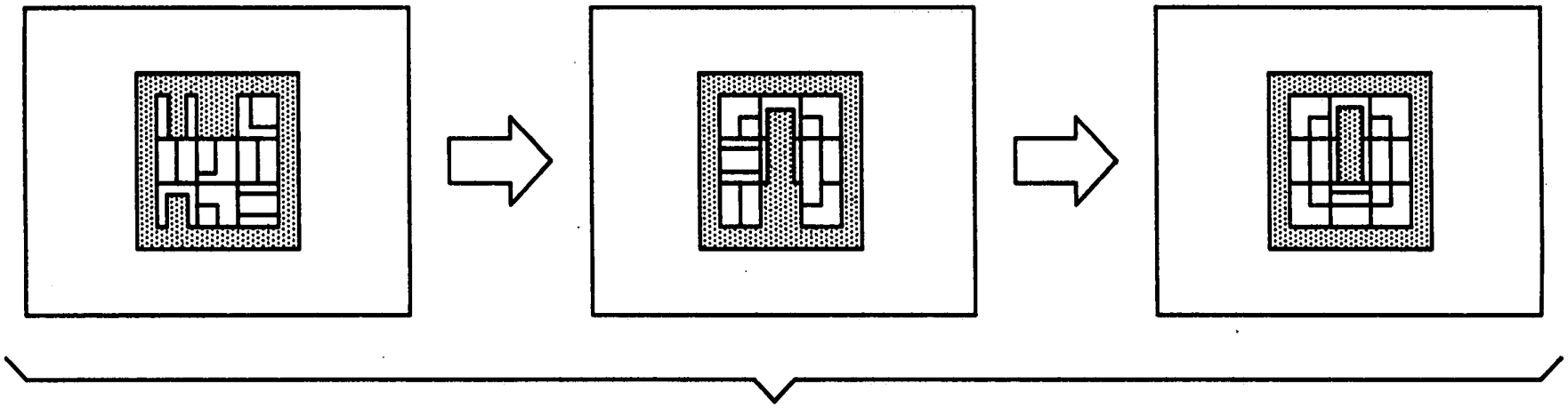


FIG. 15

TOSOHO" 8E42H2760

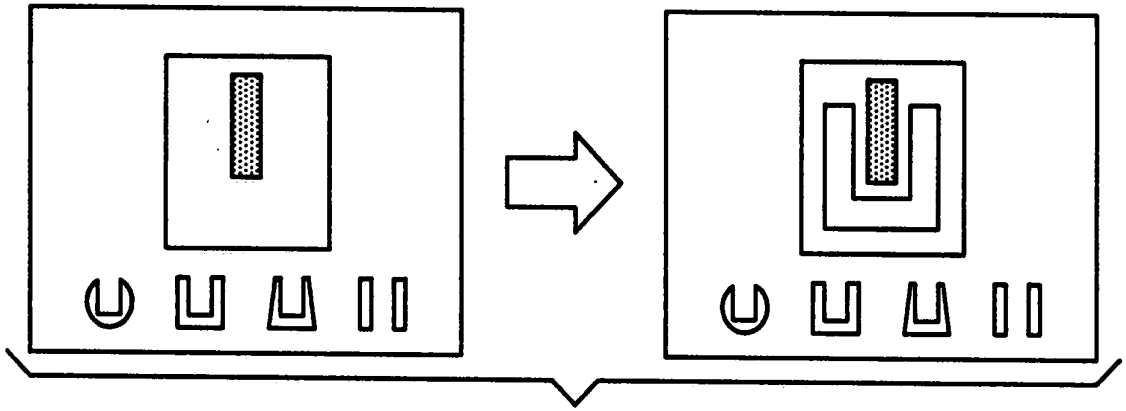


FIG. 16

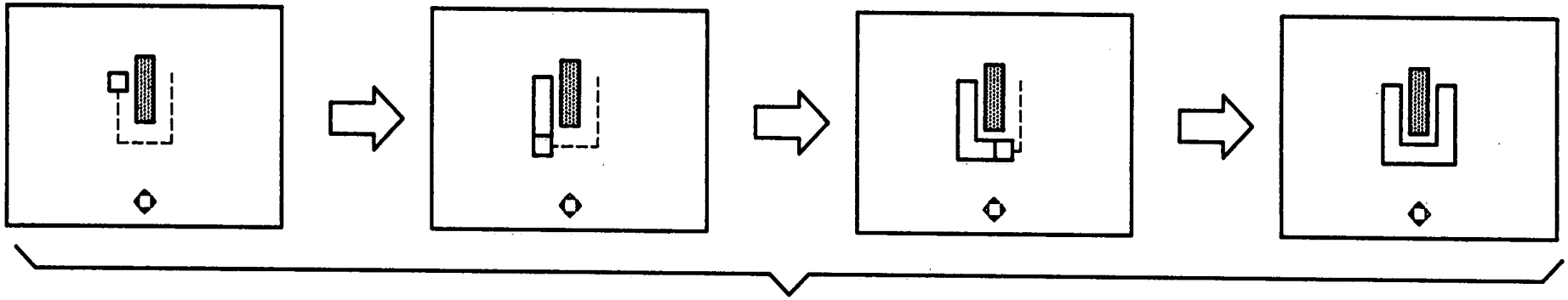


FIG. 17

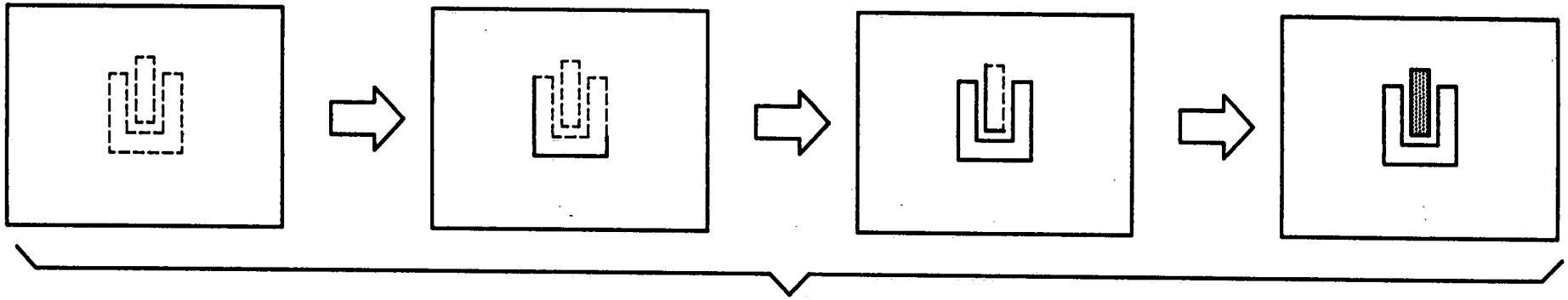


FIG. 18

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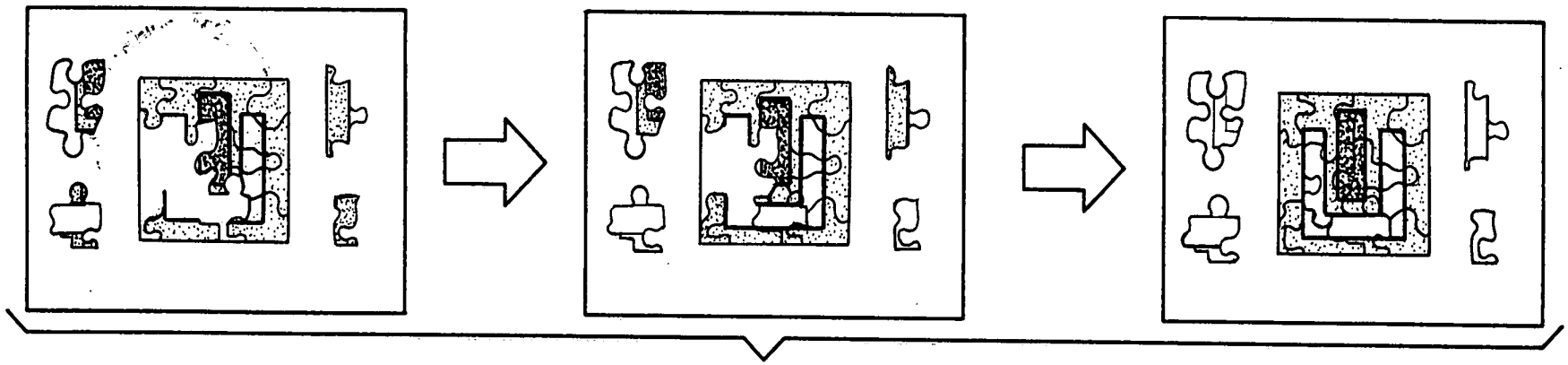

FIG. 19

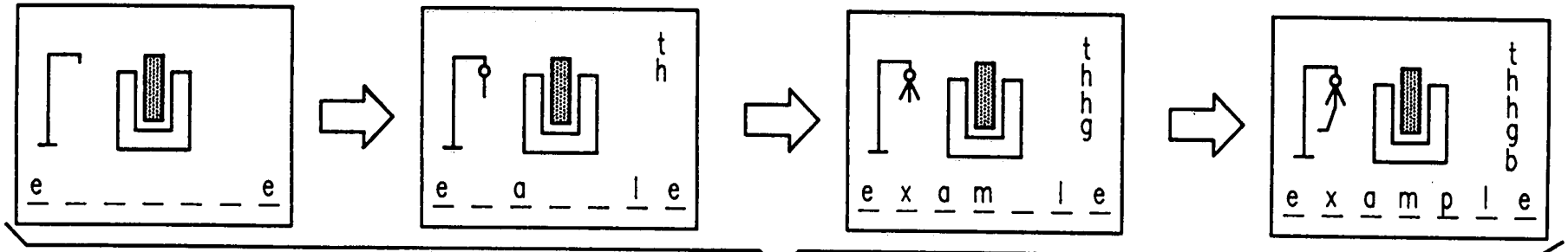

FIG. 20

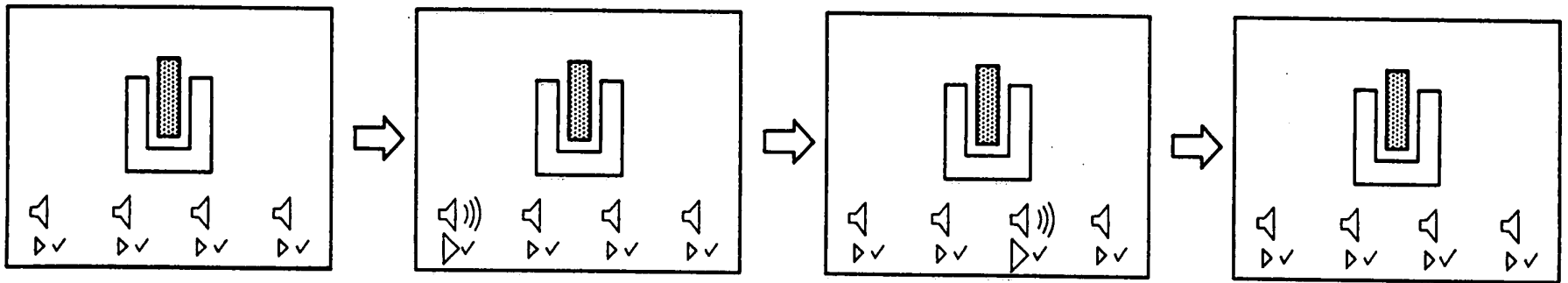

FIG. 21